A tagline that works

Taglines can help or hamper your marketing efforts. They must be clear and relevant. A few nights ago, I was watching TV and saw the following commercial for Red Lobster:

[youtube http://www.youtube.com/watch?v=ySl03vqdKNQ&w=560&h=349]

The last line is: “I see food differently. “The tagline for this campaign is **Sea Food Differently.** I think this is tagline writing at its best: clever, play on words, and RELEVANT. They are saying that Red Lobster does seafood differently (presumably better) than other restaurants. Perfect.

Compare that to Salonpas. Salonpas, which has a completely weird name that makes me think of a hair salon, is a pain relief patch. They are running this spot on TV right now:

[youtube http://www.youtube.com/watch?v=eX4WVN4YN0Q&w=560&h=349]

The tagline is: “Nothing’s been proven to beat the relief.”

What does that mean? It is saying that nothing is proven to provide relief—which, I am pretty sure, is not the message they intended.

Some taglines make you scratch your head, some don’t make you think at all, and some, the ones that work, make you think.